

AMENDMENT TO THE CLAIMS

Please cancel claims 20-33.

1. (Previously Presented) A product container comprising;
a plurality of deformable, resilient upper retention members, the retention members having a rounded free end;
an upper rim, the plurality of upper retention members projecting from the upper rim;
an inner side wall congruent with the upper rim;
a plurality of deformable, resilient partial rings formed in the inner side wall;
an outer side wall congruent with the upper rim;
a base supporting the inner side wall and the outer side wall;
a plurality of deformable, resilient lower retention members having rounded ends forming from a zero degree to a ninety degree angle extending from the base;
a distal end of the product container having a distal wall congruent with the base and the inner side walls; a proximal end of the product container having a proximal wall congruent with the base and the inner side walls;
a sleeve formed by the intersection of the inner side wall, the outer side wall, and the upper rim; and
a stop in the upper rim toward the distal end of the product container wherein a display prong engageable with the stop allows the container to be in a tipped position;
2. (Previously Presented) A product container comprising;
a plurality of resilient upper retention members;
an upper rim, the plurality of upper retention members projecting from the upper rim;
at least an inner side wall congruent with the upper rim;
a plurality of side retention members projecting from the inner side wall;
an outer side wall congruent with the upper rim;
a base supporting the inner side wall and the outer side wall;

a plurality of lower retention members connected to the base; a distal wall congruent with the base and the inner side walls;

a proximal wall congruent with the base and the inner side walls; a sleeve formed by the inner side wall and the outer side wall; and a stop in the upper rim.

3. (Previously Presented) The container of claim 2, wherein the upper retention members are arranged in an array.

4. (Previously Presented) The container of claim 3, wherein the array is about equally spaced apart.

5. (Previously Presented) The container of claim 3, wherein the upper retention members have a rounded free end.

6. (Previously Presented) The container of claim 2, wherein the upper retention members are about parallel to the base.

7. (Previously Presented) The container of claim 2, wherein the plurality of side retention members are vertical camber shaped projections.

8. (Previously Presented) The container of claim 2, wherein the plurality of side retention members are about equally spaced partial rings.

9. (Previously Presented) The container of claim 2, wherein the plurality of side retention members are about equally spaced vertical camber shaped projections.

10. (Previously Presented) The container of claim 2, wherein the plurality of lower retention members are deformable, resilient, about equally spaced apart opposing fingers forming a zero to ninety degree angle with the base.

11. (Previously Presented) The container of claim 10, wherein the opposing fingers form an approximately "V" shape.

12. (Previously Presented) The container of claim 2, wherein the plurality of lower retention members are resilient, about equally spaced apart rings.

13. (Previously Presented) The container of claim 12, wherein the rings are aligned in a row along the base of the container.

14. (Previously Presented) The container of claim 13, wherein the row is located in the center of the base.

15. (Previously Presented) The container of claim 2, wherein the plurality of lower retention members are a continuous sinusoidal member formed to engage the products.

16. (Previously Presented) The container of claim 2, wherein the sleeve is a lengthwise channel attached to the outer side wall.

17. (Previously Presented) The container of claim 2, wherein the stop in the upper rim is a circular indentation toward the distal end of the product container, the stop enabling the container to engage with a prong and to tip.

18. (Previously Presented) The container of claim 2, wherein the complete product container for displaying products is formed from a sheet of deformable resilient material.

19. (Previously Presented) The container of claim 18, further comprising a plurality of cuts indicating fold points in the sheet of deformable material.

20. – 33. (Canceled)